



## ***2021 Brochure***

Last updated 1/7/2021

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In 2001, Newegg.com launched its first website as an online retailer specializing in computer components.

# Company History

From humble beginnings, Newegg was developed in 2001 with a clear and simple mission: to deliver a seamless online shopping experience for the computer component enthusiast with the best products available, and strong customer service from beginning to end.

By 2011, our passionate customer base had grown tremendously, leading to us establishing a marketplace platform. This platform would allow retailers and brands to sell their products to a tech-savvy customer base directly, across a wide category assortment. Since then, Newegg has become an expansive hub for consumer electronics, gaming, home automation, emerging tech, and more.

# Newegg at a Glance

#5

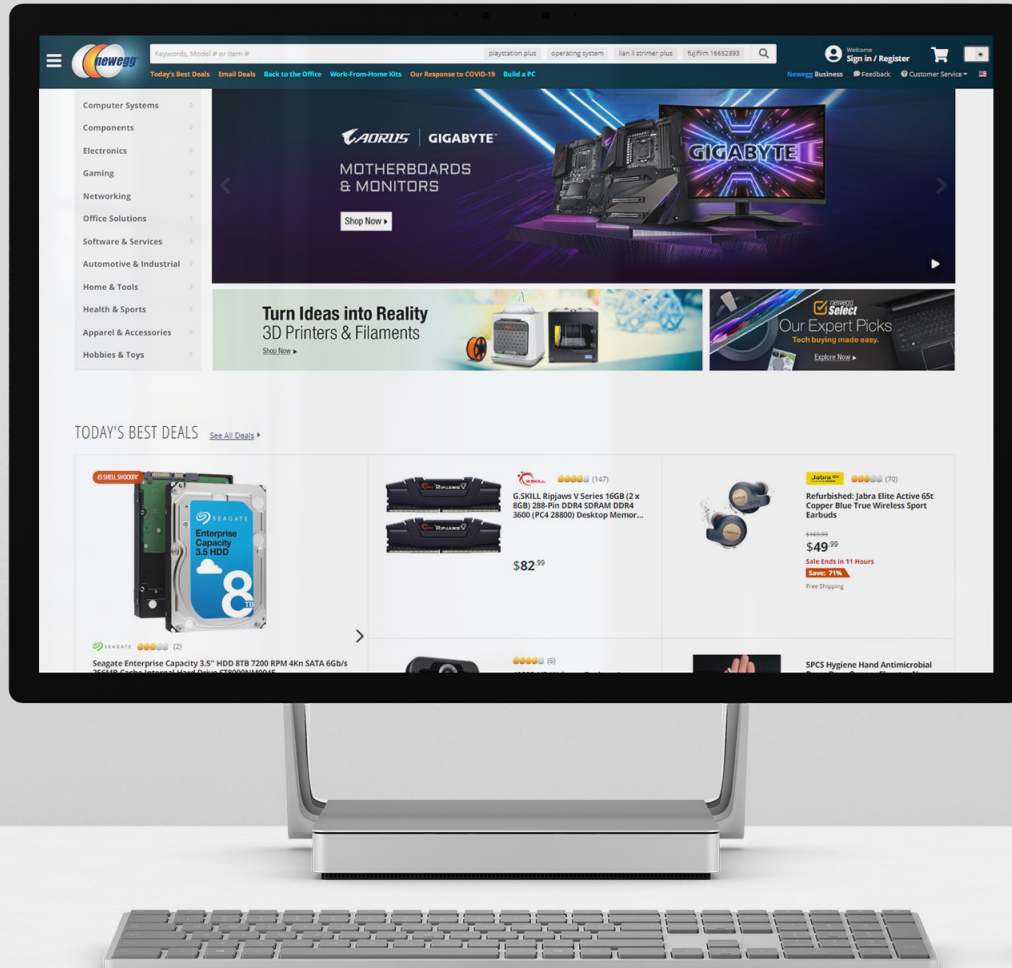
TWICE's 2019  
Top 100 CE E-retailers

#8

Internet Retailer's 2019  
Top 500 E-retailers

#11

Newsweek's Best  
Online Shops 2020



**40.2M+**

Registered Customers

**16.5M+**

Email Subscribers

**35.8M+**

Average Visits/Month

**132.8M+**

Average Page Views/Month

**4.3M+**

Customer Reviews

**3.3M+**

Social Media Fans



# The Global Marketplace for Everything Tech

## Why Choose Newegg?

The unique goal of Newegg's marketplace is to support and grow our sellers and brands by advancing a platform that values customer service, dependable products, and strong brand identities.



### Speak from Authority

Reach over 40 million avid customers.



### Global Expansion Simplified

Grow your business cross-border.



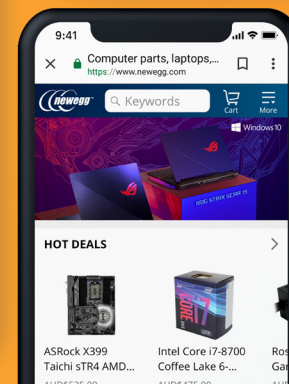
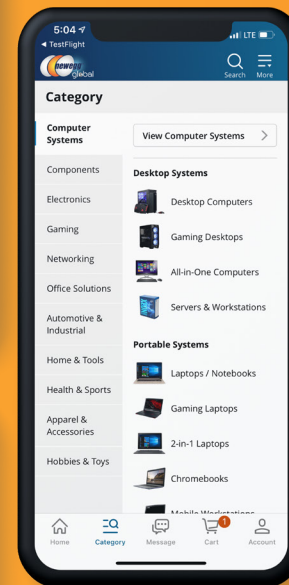
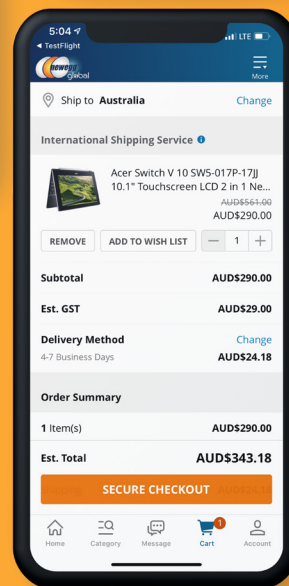
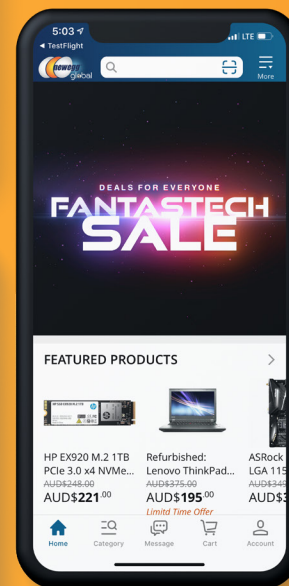
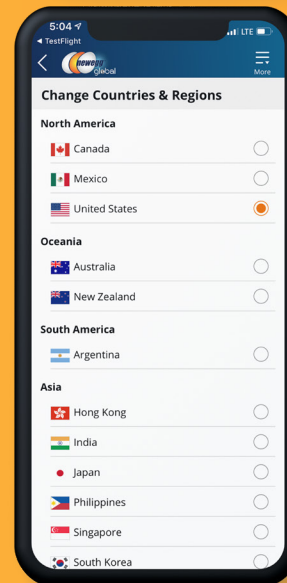
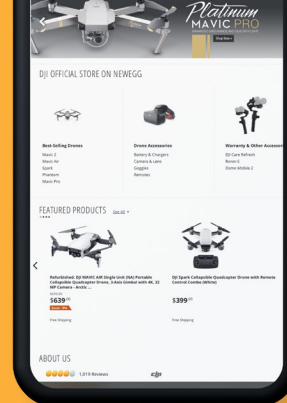
### Customized Marketing

Your brand's voice perfectly presented.



### Logistics & Customer Service

Saving you time and money.



# Marketplace Made Easy

1.

## Apply

Tell us about your business.

2.

## List

Start listing and selling.

3.

## Ship

Ship yourself or have us ship for you.

4.

## Get Paid

We'll process your payment weekly.



# Categories

## Appliances

Vacuums, Kitchen Appliances,  
A/C, Fans, Air Purifiers

## Automotive

Car Electronics, Wheels, Tires,  
Replacement Parts, Accessories

## Baby Tech

Baby Monitors, Smart Nursery

## Cameras & Photography

DSLR, Lenses & Accessories,  
Mirrorless Compact Cameras

## Cell Phones

Unlocked Cell Phones, Bluetooth  
Solutions, Cell Phone Accessories

## Components & Memory

Processors, GPUs, Memory,  
Cases, Power Supplies

## Health & Personal Care

Activity Trackers, Massagers, Oral Care,  
Electric Shavers, Hair Dryers

## Home Audio

Speakers, Soundbars, Receivers,  
Home Theater Systems

## Home Improvement

Portable Generators, Garage Storage,  
Alternative Energy

## Home Video

4K TVs, Blu-Ray Players, Stands, Mounts

## Monitors & Peripherals

Monitors, Keyboards, Mice,  
Gaming Headphones

## Music Instruments

Guitars, Keyboards, Pro Audio, DJ

## Networking

Mesh Systems, Routers, NAS

## Office Supplies

Printers/Scanners, Ink, Toner, Office  
Furniture, Gaming Furniture

## Outdoor & Garden

Outdoor Lighting, Smart Garden,  
Grills, Outdoor Heaters

## Pet Tech

Pet Cameras, Grooming, Feeders

## Powersports

Motorcycle, RV, Marine

## Smart Home

Thermostats, Lighting, Surveillance,  
Video Doorbells, Voice Controllers

## Sporting Goods

Electric Rideables, Exercise  
Equipment, Outdoor Recreation

## Storage & Memory

SSDs, HDDs, Flash, USB Storage

## Surveillance & Security

IP Cameras, Surveillance Systems, CCTV

## Systems

Notebooks, Desktop PCs, Gaming Systems

## Tech Toys & Hobbies

Drones, RC, Learning & Educational,  
STEM, Maker

# Elite Benefits



## Premium Seller Stores

Customize your Newegg Store landing page with banners, videos, and search-optimized products.



## Post-Purchase Emails

Retarget your customers, driving brand engagement and return business. Audience segmentation and scheduled emails available.



## Discounted Fulfillment Services

Have Newegg house, pick, pack, and ship product on your behalf with Shipped by Newegg (SBN) fulfillment.



## Dedicated Account Support

Work with an expert invested in your success. Account representatives are available to assist you with everything from account setup to listing optimization.

# Become a Newegg Elite Seller

	Non-Elite	Elite Membership	
Membership	\$0.49 / item sold	Professional \$29.95 / mo	Enterprise \$99.95 / mo
Seller Portal	✓	✓	✓
Datafeed	✓	✓	✓
On-Site Promotions	✓	✓	✓
Fee per Unique SKU Sold per Month Waived	✗	✓	✓
Dedicated Elite Support Team	✗	✓	✓
API	✗	✓	✓
Premium Seller Store	✗	✓	✓
Curated Marketing Programs	✗	✓	✓
Personalized Post-Purchase Email	✗	✗	✓
Shipped by Newegg Fulfillment	No Discount	5% Discount	10% Discount
Newegg Shipping Label Service	No Discount	5% Discount	10% Discount
Item Listings	Up to 5,000	Up to 25,000	Unlimited



**1.5M+**Square Feet of  
Storage Space**100K+**Daily Package  
Capacity**99%**Same-Day Order  
Fulfillment**99%**On-Time  
Delivery**91%**2-Day Ground  
Delivery Reach

	Managed By	Discounted Shipping Rates	Newegg Managed Customer Service	Newegg Managed Customer Returns	International Fulfillment
Shipped by Newegg (SBN)	Newegg	✓	✓	✓	✓
Newegg Return Service	Newegg	✓ *	✗	✓	✓
Shipping Label Service	Seller	✓	✗	✗	✗
Newegg International Shipping Program (NISP)	Newegg	✓	✗	✓	✓
3PL Fulfillment	Newegg	✓	✓	✓	✗

\*Applies only to transactions between seller and Newegg Marketplace.

# Shipping & Fulfillment

With nearly two decades of e-commerce experience, Newegg has recognized the increasingly uphill battle that many sellers face competing against the established shipping rates, manpower, and warehouse space of their largest competitors. This rising problem within marketplaces necessitated the need for Newegg to collaborate with our sellers and develop a family of fulfillment services tailor-made for e-commerce sellers.

# Shipped by Newegg (SBN)

## Your Answer to Full Circle Global Fulfillment

With a focus on cost-effective fulfillment that picks, packs, and ships on a seller's behalf, SBN allows merchants to focus on the more important aspects of their business. SBN was designed for companies of any size, in any region. Free up resources and warehouse space by letting Newegg handle all the warehousing, shipping, and customer service duties – all on your behalf.

## You Send

**Our inbound rate is at least 5% lower than competitors.**

Leverage our vast logistics resources to increase efficiency and reduce the hassle. You'll enjoy money-saving advantages by avoiding costs associated with warehousing, shipping, packing, and insurance.

## We Store

**Save 10% or more on storage fees.**

The scale and efficiency of our logistics allows us to quickly ship large volumes of packages in a shorter amount of time. We ship 99.6% of our orders within 24 hours, which gives you the peace of mind and time to focus on growing your business.

## Increased Visibility

**SBN SKUs received 79% more orders than the same non-SBN SKUs.**

Newegg supports sellers who value their customers' experience and have developed ways for sellers to compete - even if they don't always have the lowest price.

## Customers Order

SBN partners also enjoy special priority to participate in Newegg's Merchandising campaigns. In addition, SBN products display a special logo that connotes to customers the confidence, trust, and reliability associated with the Newegg brand.



# À la Carte Fulfillment

## Newegg Return Service

The key to garnering repeat customers and establishing your brand.

### Who is it for?

Sellers who want a managed return service complete with customer service and vetting of RMAs.

### Key Benefits

- Increase customer confidence and worry-free purchasing.
- Award-winning Newegg customer service frees up your team resources.

## Newegg Shipping Label Service

Lessen 3PL's drain on your margin with incredibly convenient, self-printed shipping labels designed to save you big.

### Who is it for?

Sellers who prefer to handle their own shipments and inventory themselves; this service provides them an alternative to costly 3rd party shipping services.

### Key Benefits

- Leverage Newegg's deeply discounted rates.
- Automatically deduct postage fees through your Seller Portal account.

## Newegg International Shipping Program

Convenient international shipping and management service that makes cross-border selling easy.

### Who is it for?

Sellers who want a simple and efficient way to sell globally without the hurdles and headaches of international shipping.

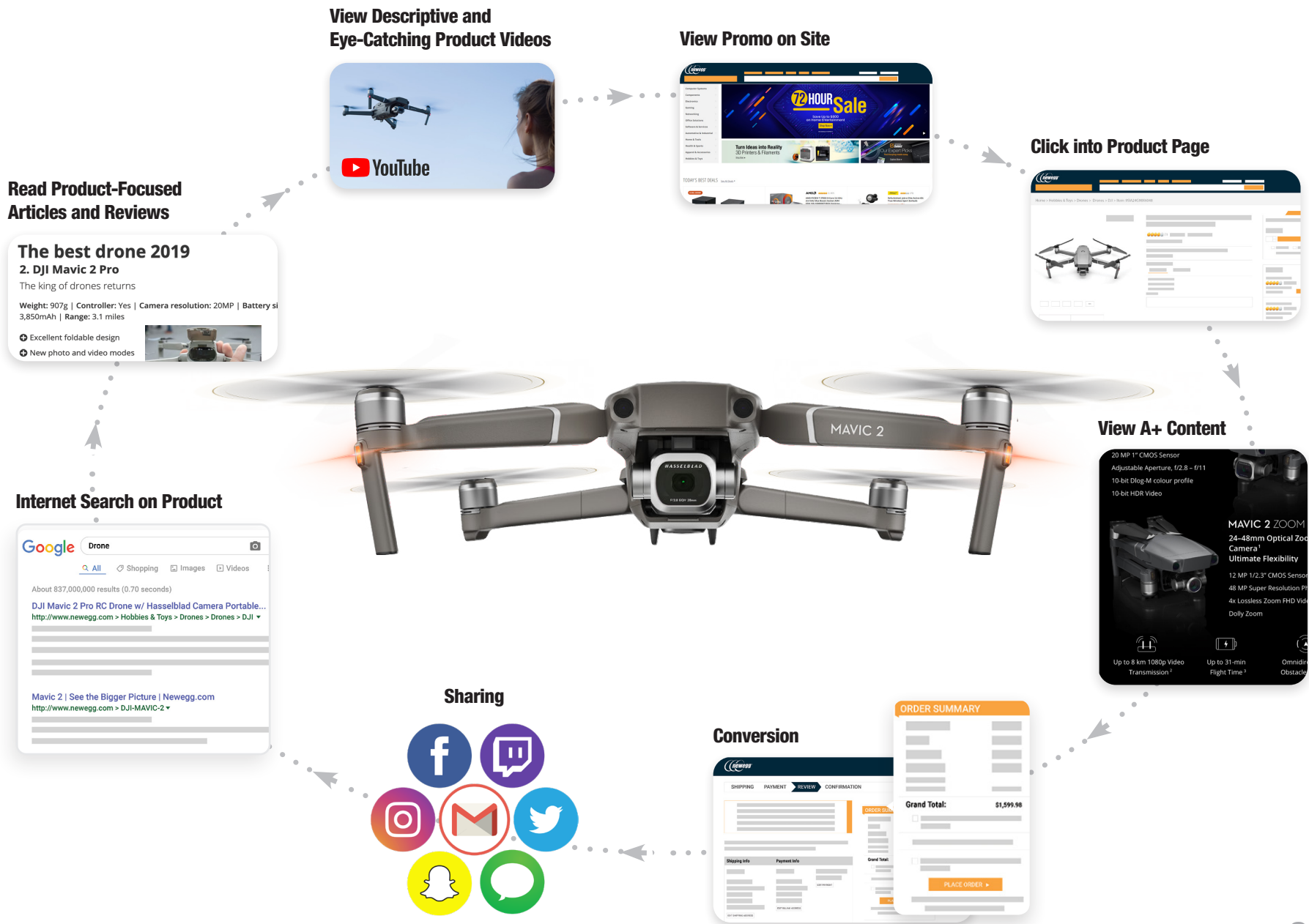
### Key Benefits

- No additional fees – just ship to our California warehouse.
- Introduce your products to new customers across the world.



# Marketing Services

Creating content and touchpoints for engagement at every stage of the shopper's journey.



# Newegg Studios

Located in our California headquarters, the 5,000 square-foot Newegg Studios facility houses our video production crew who use state-of-the-art equipment and techniques to create innovative and evocative digital content. Our team uses informative commentary with hands-on demonstrations to tell the story of your products and brand, developing original content that serves to educate and inspire viewers.

Videos created by our Newegg Studios team live on YouTube and Newegg Insider forever and can be used to enhance product page content for a far richer customer experience. This diverse content distribution allows customers at all levels of the purchase funnel to discover your products and learn about your brand through engaging content.



## Redefining How You See Tech

# Brand-Building through Content Marketing

Using content marketing to strengthen your digital brand is a vital way to improve your search engine rankings, attract interest from new customers, and position your brand as an industry leader. Content marketing allows you to define your brand identity by telling your story directly to customers.

**71%**

of B2C brands employ content marketing strategies.

**55%**

of B2C brands outsource content marketing creation.

**35%**

of B2C marketers budget \$100,000 or more for content marketing.

Source:  
[Content Marketing Institute](#)

## Top Content Types Used by B2C Marketers





Newegg Studios

# Videos, Articles, & Photography

## Video

Videos get views, but it takes great content and strategy to get sales. Featuring high-quality product videography, action/use, and hands-on shots, Newegg Studios Video is shot and edited according to your brand's audience and marketing content strategy.

Whether you utilize our in-house voice-over or our on-screen talent, we have the know-how and authority to sell your product or brand story.



Channel Started  
in 2006



480,000+  
Subscribers



122+ Million  
Views



6.7+ Million  
Hours Watched



2.6+ Million  
Clickthroughs  
Since 2013

All stats from the Newegg Studios YouTube channel.

## Editorial

Editorials provide your customers with a full rundown of your product features. Choose from professionally written product overviews, buying guides, or how-to articles – all with SEO and longevity in mind. These articles are designed from the ground up to make a huge splash for your brand both on Newegg sites and organically on the web.



Over 780,000  
Unique Readers  
to Date



126% Increase  
in YoY SEO  
Traffic



Organic Domain  
Authority: 90+



SERP Control over  
1K Keywords  
Producing 100K+  
Visitors per Month



Content Often  
Ranks Prominently  
and Captures  
Featured Snippets



Alexa Ranking:  
742 of Entire  
Web

## Photography

Make your products speak for themselves with professionally shot and edited product photos. Available for individual use and/or within a top-ranking Newegg article, these photos are tailored to appeal to your desired audience. Use these bespoke photos to make your product listings pop, improve your branding on social media, or however you see fit to maximize consumer impact.



Newegg Listings Using High-  
Quality A+ Content Photos  
Generate 657% More Page Views



Products with A+ Content  
Receive an Average of 75.7%  
More Cart Additions



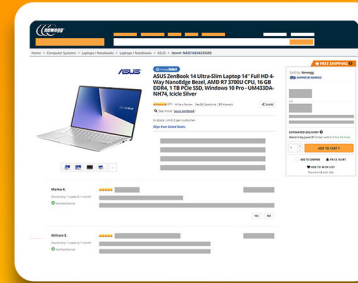
Newegg-Hosted Images  
Routinely Rank within Top  
Image Search Results

# On-Site Marketing

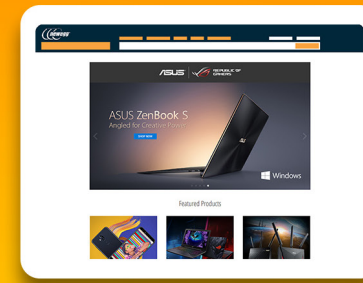
Are you poised to get as many eyes on your Marketplace listings as possible? From establishing and solidifying your brand to promoting you alongside the hottest trends and products, Newegg has the marketing vehicles and channels to optimize conversion.

## Newegg Marketing Solutions

### EggXpert Reviews



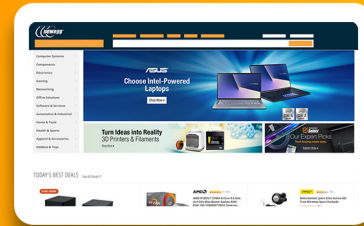
### Brand Stores



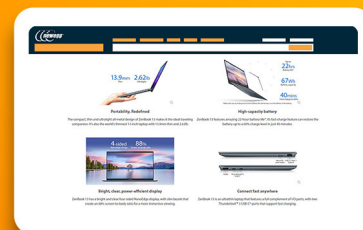
### Promos



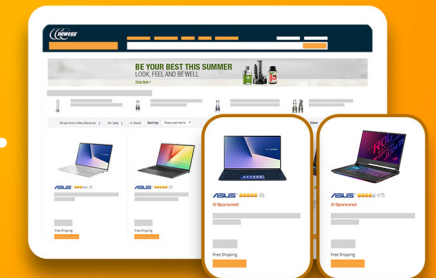
### Dynamic Advertising



### Content Services



### Sponsored Product Ads





## On-Site Marketing


# Sponsored Product Ads

With millions of shoppers on Newegg actively searching for their favorite tech, sellers can now maximize their conversion chances with this valuable marketing tool and drive up cart additions and impressions.

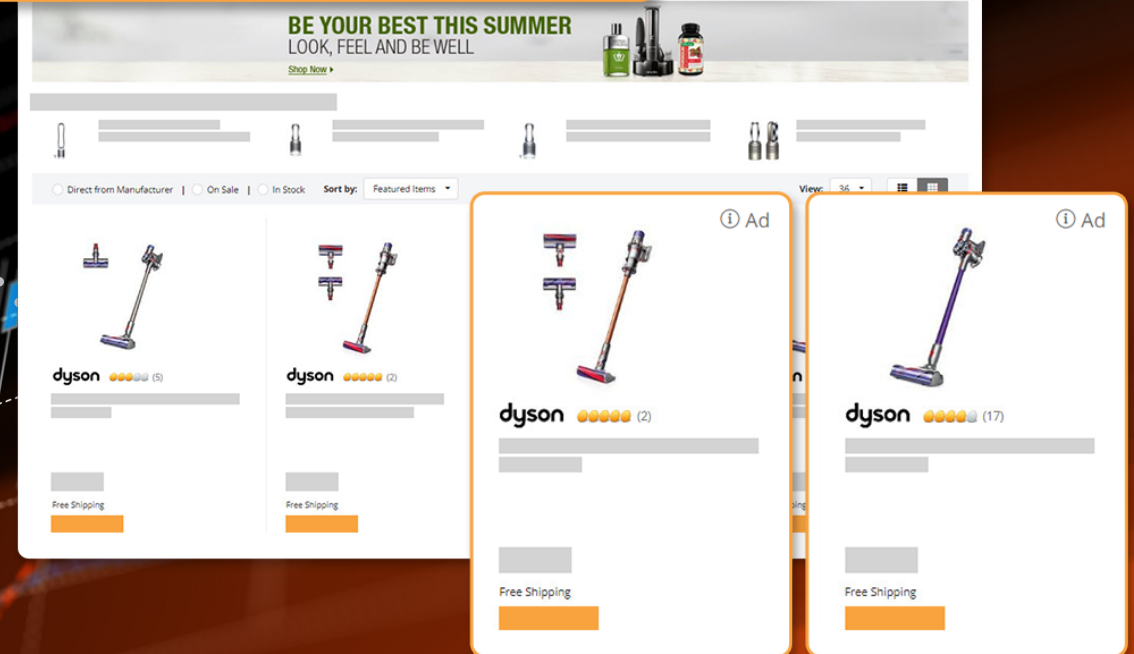
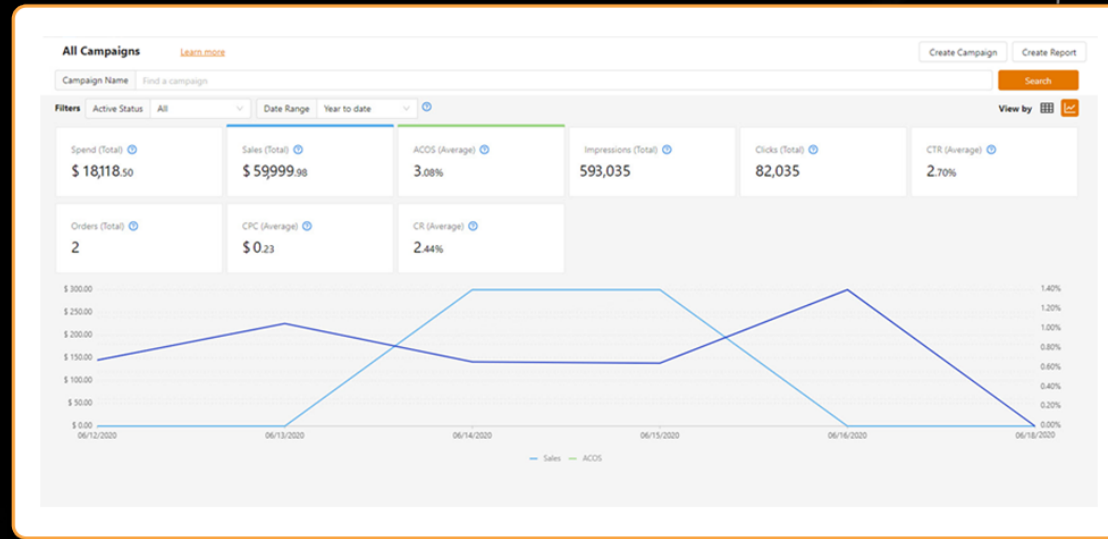
Newegg Sponsored Product Ads tool is a keyword-targeting search function on Newegg.com that enables sellers to promote their listings prominently in the search results page. This advertising model charges advertisers when customers click on an ad (pay-per-click), and boosts incremental sales while delivering valuable analytics.



**< 7%**  
Average  
Cost of Sales



**> 2%**  
Average  
Conversion Rate



The search results page features a banner at the top: "BE YOUR BEST THIS SUMMER LOOK, FEEL AND BE WELL Shop Now". Below the banner, there are filters for "Direct from Manufacturer", "On Sale", and "In Stock", along with a "Sort by" dropdown set to "Featured Items". The results show several Dyson vacuum listings. Two listings are highlighted with orange borders and labeled "Ad":

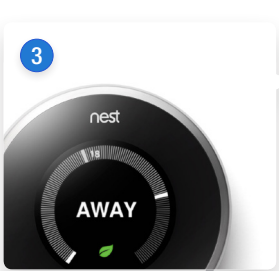
- Dyson vacuum (5 reviews) with a rating of 4.5 stars.
- Dyson vacuum (2 reviews) with a rating of 4.5 stars.

Each listing includes a "Free Shipping" button.

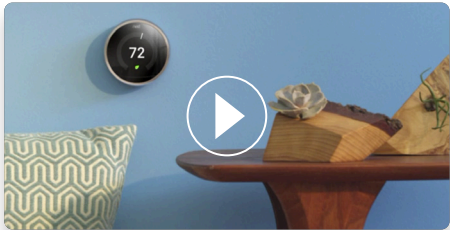


# Content Services

Utilize Newegg's Enhanced Content services to optimize your product content for Google and Newegg, earn greater visibility, and improve conversion rates. Integrating elements such as comparison charts, interactive imagery, and insightful videos into your product description engages customers while delivering compelling and relevant information.



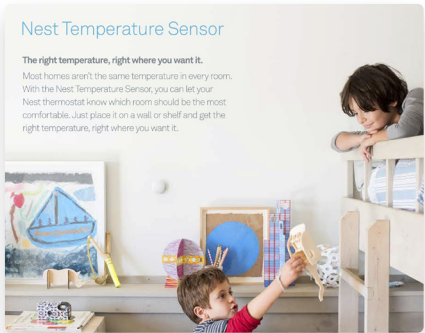
Interactive Tour



Product Video



Product Listings & Comparisons



Optimized Content



## Imaging Services

The first step to maximizing online sales starts with putting the products on a pedestal, and Newegg imaging services does just that.

### Who is it for?

To successfully convert customers in e-commerce, sellers need to have the best possible imagery highlighting the product in a professional, clear manner. Whether a brand that wants to offload the photography task or a reseller looking to step up their presence in their e-commerce channels, Newegg imaging services deliver crystal-clear product photography with a clear focus on highlighting the benefits and most intricate details of the items themselves.

Using a white background and bright setting, sellers' products can be displayed in multi-shot packages or even interactive 360° rotational images for complete product angle coverage.

### Key Benefits

- Crisp, hi-res imagery catches customer eyes to make products stand out.
- Multiple photographs deliver full-product representation.
- 360° rotational images provide engaging, interactive modules for customers.
- 360° rotational images deliver 20 images per item.

## On-Site Marketing

# Content Services

Create the best first impression with professional, marketplace-ready photography.

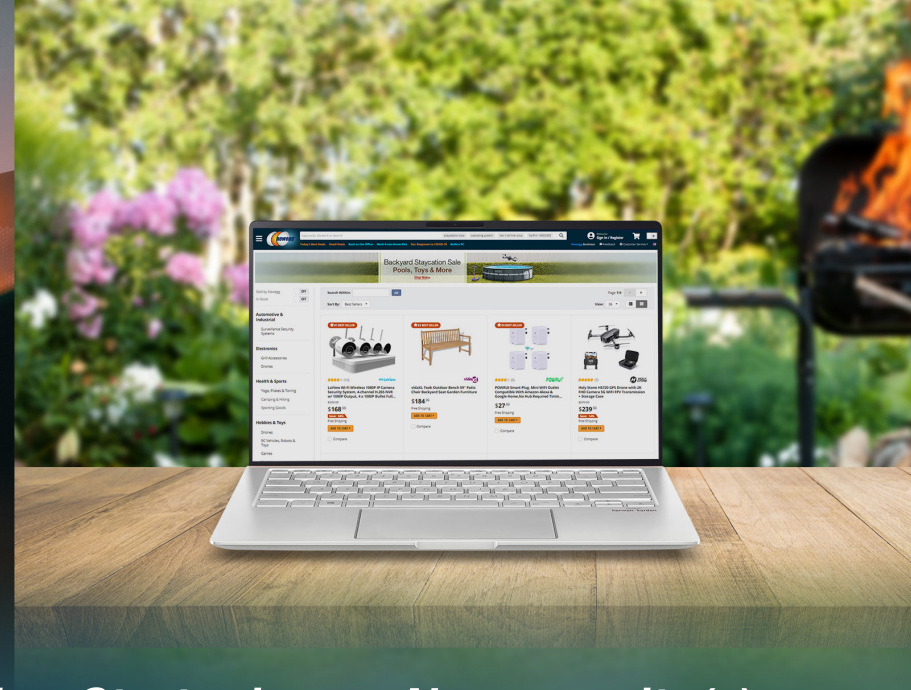
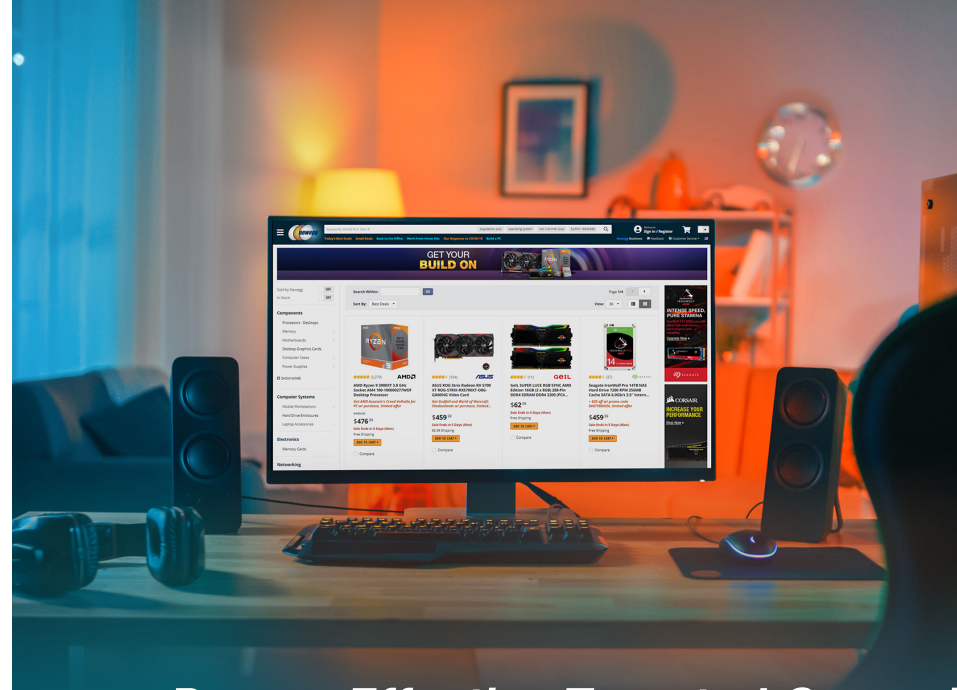


## On-Site Marketing

# Dynamic Advertising

Provide the right products to the right people at the right place & time.

Reach the optimal customers by using Targeted Onsite Banners. By targeting Newegg visitors by their onsite behavior, purchase history, geo-location (and much more!), you can present unique, personalized messaging and offers to drive sales and connect with the people who are interested in your products.



## *Proven Effective Targeted Campaign Strategies on Newegg site(s):*



### **Organic**

Target customers' behavior around your brand's product / category with discounted products for conversion purpose.



### **Brand Conquest**

Target customers' behavior around competitor's products or other products in the same category as your brand's products.



### **Cross-Sell**

Target customers' behavior around products / categories which are different from your brand's product line, but related.



### **Content-Driven**

Informative content-focused campaign for brand storytelling. Targets customers' behavior around your brand's product / category.





## On-Site Marketing

# EggXpert

Through the Newegg EggXpert Review Program, Newegg invites its best reviewers, known as EggXperts, to thoroughly test, review, and post opinions about new and pre-release products to help their fellow customers make informed buying decisions. Newegg provides EggXperts with free products that have been submitted to the program by participating vendors. EggXperts review the products they receive and post their reviews in the EggXpert Review Program.



[Redacted text block]



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# Newegg Analytics

Newegg has the ability to offer brands a detailed look at the customer breakdown and their performance on the platform, with in-depth analysis about customer segment, as well as cohort and channel analysis.



## Analytical Consulting

- Market Analysis, Including Entry Analysis
- Competitive Analysis
- Basket Analysis



## Marketing/Digital Analytics

- Web/Mobile App Analytics
- Analytics Implementation

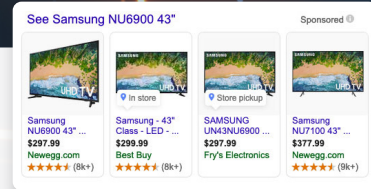


## Customer Survey

- Customer Satisfaction
- User Experience
- Customer Product Affinity
- Product Roadmap

# Off-Site Marketing

Get the right exposure and engagement for your products. Newegg Marketplace offers a suite of digital marketing channels that help drive traffic to your product pages and grow your sales. Whether it's a standalone initiative or a combination of channels, we'll create a campaign package that works for you.



## Google Shopping Ads

As a strategic marketing tool, this opportunity gives added exposure to individual products that customers with a strong purchase intent are explicitly searching for, putting your Newegg listings in a prime position to convert.



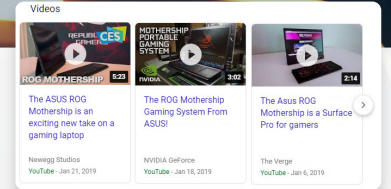
## Affiliates

Adapting to the latest customer shopping trends, Newegg partners with the biggest Affiliates and networks across the globe to capture new customers every day. As a high-conversion channel, this adds another dynamic to the product and promotional strategy to drive sales.



## Social Media

With over 3 million highly-engaged fans around the globe across multiple platforms, Newegg creates original media to deliver rich experiences for our followers. Informative, captivating content and a personal connection bring customers closer to tech through videos, sweepstakes, promotions, and more.



## SEO

Driving organic traffic from search engines is one of the best ways to funnel customers onto your product pages with a great opportunity for conversion. Newegg SEO experts can offer optimization strategies and best practices, which can combine with content marketing for increased long-tail exposure.



## Off-Site Marketing

# Customer Communications

Through the Post-Purchase Email program, sellers can craft their own custom email communications to remarket their products to their previous customers. This enables brands and retailers to make an impression on the customers, and build a relationship that often has very lucrative results.

Sellers have access to pre-built email templates that can be used to drive awareness of new product offerings, incentivize sales with specific or store-wide promo codes, or highlight the top four items from the seller catalog.

Sellers can segment audiences to target specific customer characteristics, to make their mark on customers on their own terms.



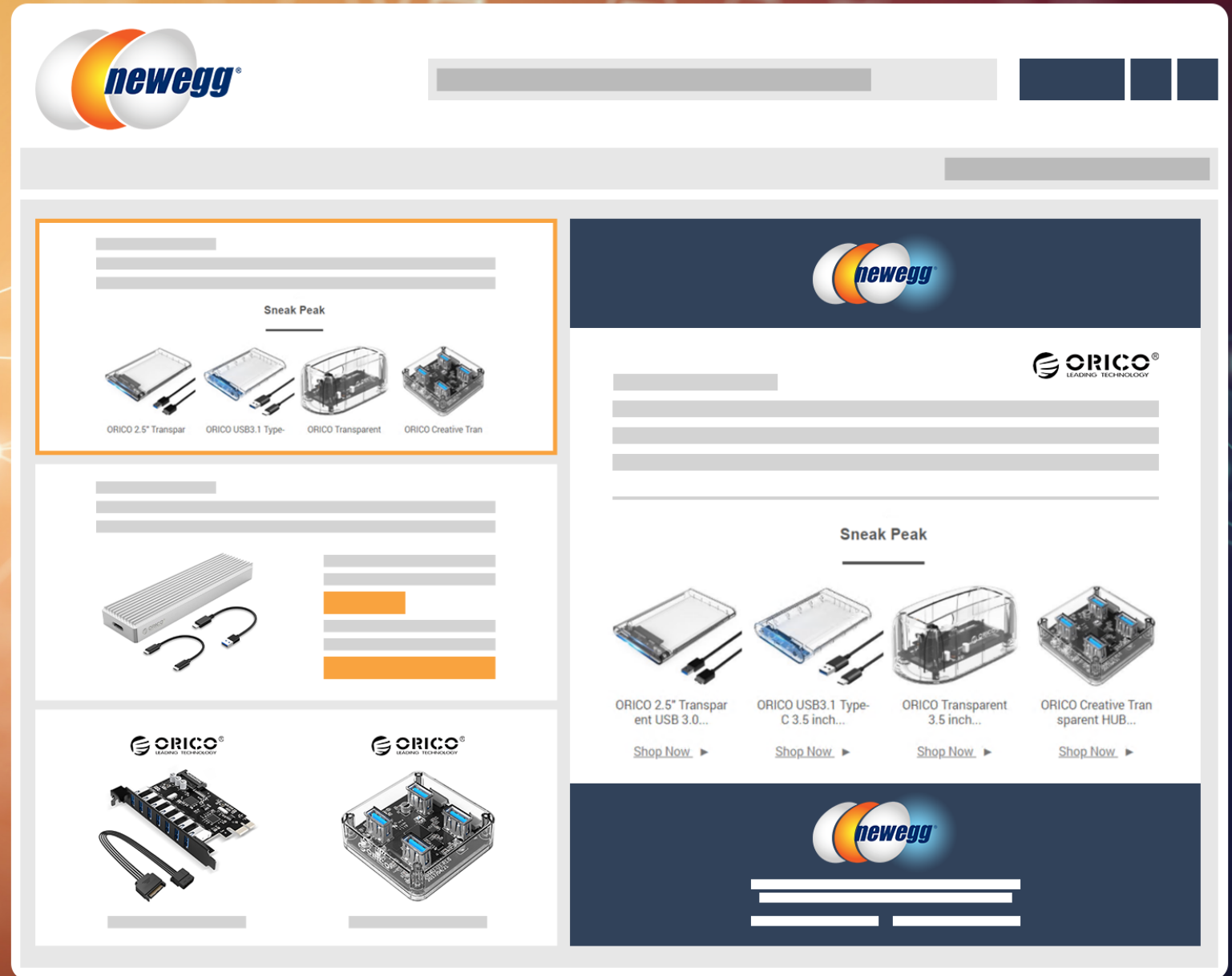
**8%**

Average Click-Through-Rate



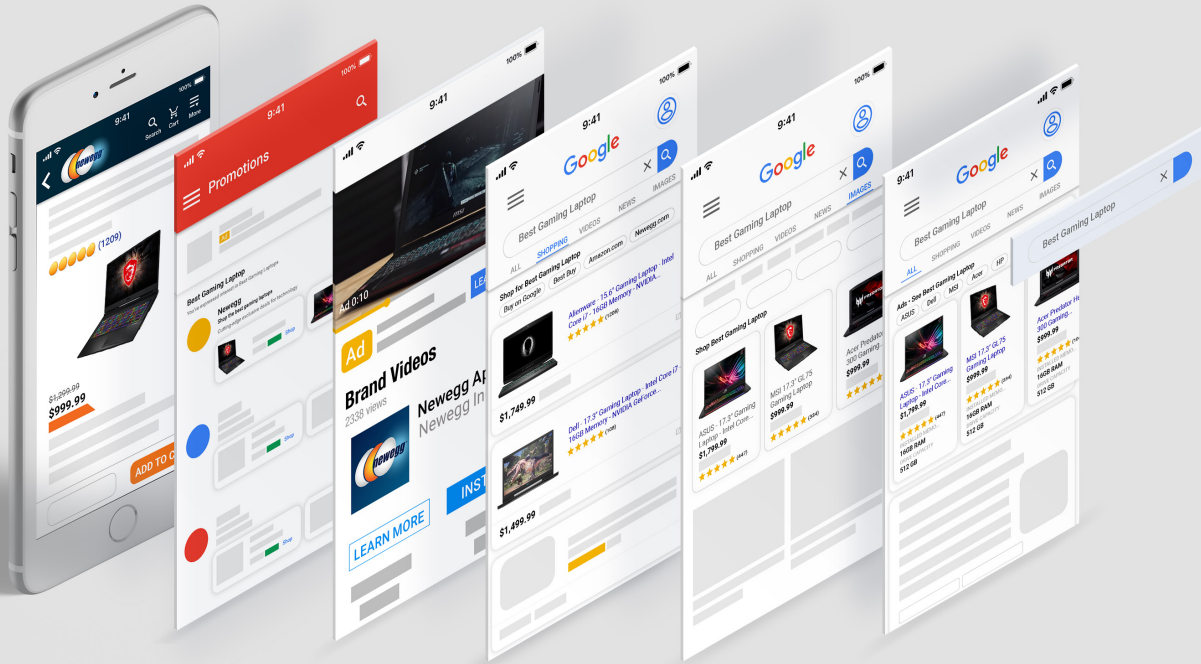
**52%**

Average Open Rate



# Google Shopping Ads Service

Newegg places significant value on its Google Shopping promotions. With our vastly experienced team of SEM experts, we apply the same campaign and spending strategy used for our successful corporate promotions – and deliver that same know-how and effectiveness to our partners.



Newegg's experienced SEM team provides insight into the most efficient campaign-spend strategies.



Detailed analytics of campaign performance.



Optimized for both desktop and mobile.



Newegg partner campaigns often outperform self-promoted ads by brands and retailers alone.



Customizable campaign strategy managed by our experts.

# Email Marketing

Our Newegg e-blast insiders find the best deals through our emails by receiving multiple discounts and previews. As a subscriber, they gain access to our biggest deals, access to sweepstakes, coupon codes, Shell Shocker deals, huge seasonal sales and the latest news from Newegg.



**16.5M+**  
Email Subscribers



**1.3B**  
Emails Sent in 2019



**23.1%**  
Average Open Rate in 2019



**3.5%**  
Average Click Rate in 2019

## Promotional Emails

Be a part of our Monthly Email Marketing Calendar Banners & Special Promotional Sections are available, such as:

- Grand Promos
- Quick Draws
- Weekend Express
- Domain Dedicated
- Daily Shell Shocker

## Personalized Emails

Daily sends according to customers browsing and purchasing behaviors:

- Customized Campaigns
- Welcome Series
- Post-Browse
- Post-Purchase Monthly & Daily
- Window Shoppers
- Wish List
- Abandon Shopping Cart
- Abandon Search
- Helpful Review
- Price Drop Alert
- Warranty Reminder



# Email Marketing

## Email Banners

Banner placements are available for reservation and based on first come, first serve basis with EIMS. They are available Weekly, and every Tuesday/Thursday/Friday in the following options:

- Segmented Email: Dedicated email that's sent to customized customer segment per data mining.
- Personalized Email: Dedicated email based on customer onsite behaviors.
- Email Placements (Leaderboard Banner): Featured near the bottom of our promotional email. (In-house template design)
- Email Placements (Box Banner): Featured with 2 other box banners at the foot of our promotional email. (In-house template design)

## Customized Email Programs

Email Marketing offers PMs and their vendors the opportunity to send a customizable email message, to a select group of Newegg customers focused on promoting a single brand or category.

### Promotional Emails

- Be a part of our Monthly Email Marketing Calendar.
- Banners & Special Promotional Sections are available.

### Personalized Emails

- Daily sends according to customers browsing and purchasing behaviors.
- Customized Campaigns
- Welcome Series
- Post-Browse
- Post-Purchase Monthly & Daily
- Window Shoppers
- Wish List
- Abandon Shopping Cart
- Abandon Search
- Helpful Review
- Price Drop Alert
- Warranty Reminder

## Post-Purchase Emails

Post-Purchase emails are used to boost customer engagement, increase sales and are overall an efficient tool in digital marketing. Shoppers receive their transactional information via email soon after they've made a purchase. With this tool, you can participate by offering customers a discount, encouraging future purchases.

### Customer Selection Logic Stages 1-4:

- Purchased 1- 14 Days Ago
- Purchased 30- 44 Days Ago
- Purchased 76- 90 Days Ago
- Purchased 180- 194 Days Ago

If Customer purchases again, they return to Stage 1.

### Categories Featured:

Includes a Category-Wide promo discount, where your Newegg Merchant Team can submit a category-wide deal, once a month through the submission portal.

## Off-Site Marketing

# Social Media

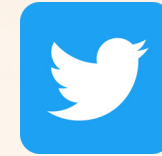
Advertising with Newegg social creates awareness and provides the ability to engage with our community of 3 million social fans hungry for the latest products, tech, and deals.

### Benefits

- Custom content that includes graphic design and professional photography.
- Tailored campaign objectives to fit your goals and needs.
- Ability to leverage Newegg's brand equity to promote your products.
- Newegg's expert copywriters to convey the best selling points of your products.
- Flexible spend for paid ads.
- Proof of Purchase and native social metrics for each post.
- Increased impressions/reach, post engagements, and clicks.



**1.6M**  
Followers



**430K**  
Followers



**250K**  
Followers

# Social Media



## Reddit

Reddit is the world's largest forum, the 5th most visited site in the U.S., and one of our top referring domains to Newegg.com.

### Benefits

- Paid ads placed in targeted subreddits (topics/categories):
  - Pcmasterrace, Buildapc, Hardware, Hardwareswap, watercooling, game titles, are just some examples pertaining to PCs.
- Native Metrics for POP:
  - Impressions
  - Clicks



## Snapchat

Snapchat is a mobile-focused video social media app that is popular with Gen Z customers looking to engage with one another, influencers, and brands.

### Benefits

- Paid ads generating high traffic from teens and young adults.
- Advanced targeting including demographics, interests, and shopping habits.
- Single ad or Collection Ad options.
- Native Metrics for POP:
  - Impressions
  - Clicks



## YouTube Video Ads

YouTube is the leading video content platform with over 2 billion monthly users that allows customers to gather information on products, brands, and topics.

### Benefits

- If there's a Newegg Studios YouTube video featuring your product, why not use it as a commercial?
- We'll target YouTube channels that have a high affinity to your product. We'll promote the full video as an ad to reach viewers of those channels as well as increase the views and engagements on the original YouTube video.



## Off-Site Marketing

# Social Media



## Facebook #NeweggLove

Unofficial giveaway on Facebook where our fans comment in hopes to win the featured product. We promote a product and ask a question in the post that generates hundreds of comments. From there, we choose the best answers and reply with what they've won (including a photo).

### Benefits

- High engagement (likes, shares, and comments)
- Extremely positive sentiment
- Custom photography
- Native Metrics for POP:
  - Likes and Reactions
  - Comments
  - Shares
  - Reach



## Sweepstakes

### Corporate Sweepstakes (multi-sponsor)

#### Benefits (Maximum Sweepstakes exposure)

- Product and brand exposure
- 20K – 100K unique entrants
- Leaderboard banner
- Newegg banners
- Email banners
- Social banners
- Supplemental content (articles & videos when appropriate)

### Single Sponsor Sweepstakes

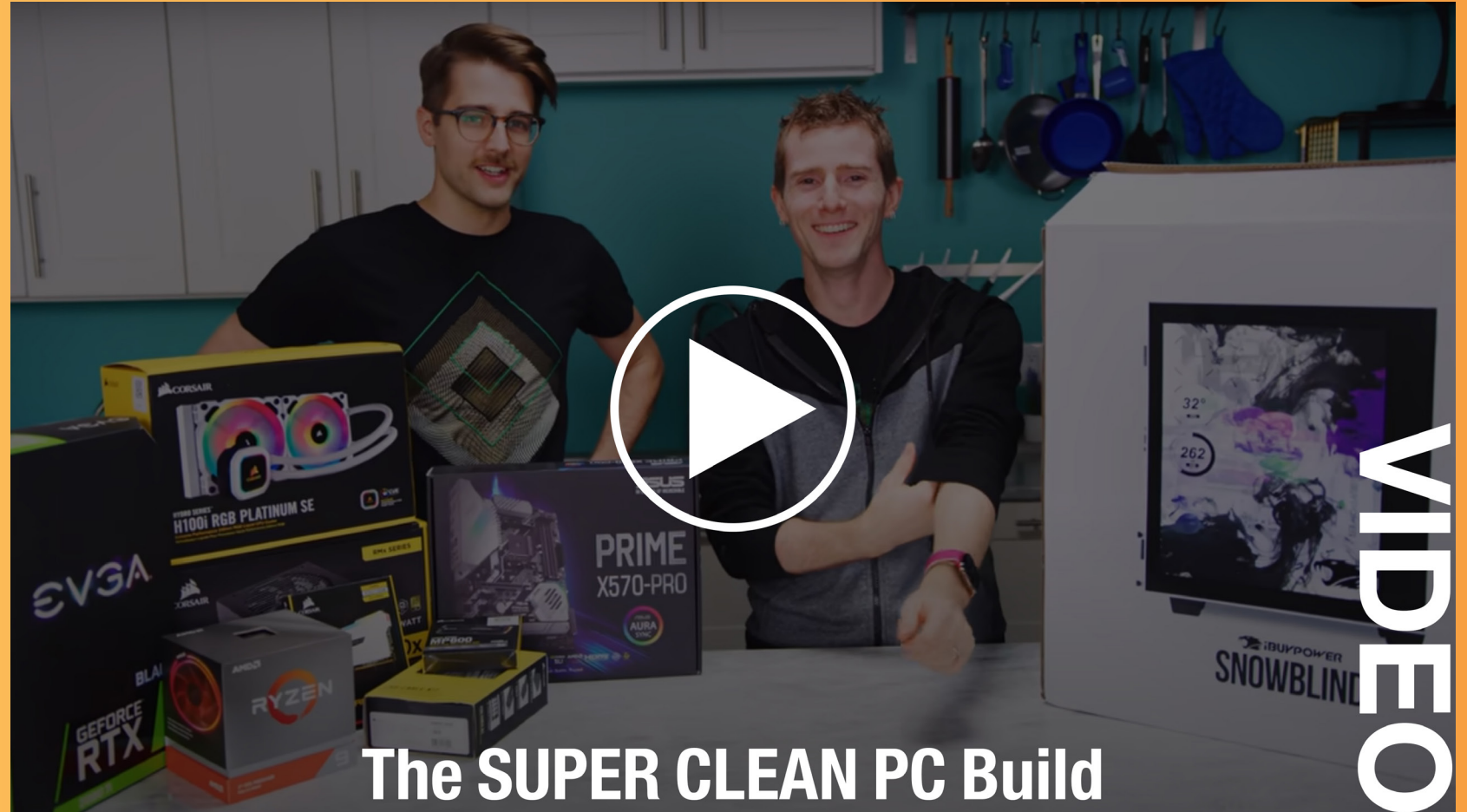
#### Benefits

- Dedicated campaign, content and exposure based on vendor needs and wants.
- 15K – 30K unique entrants on average.
- Duration: 1 month on average.
- Multiple social posts throughout the campaign.
- 2MM impressions minimum.

## Off-Site Marketing

# Influencers

Utilize Newegg's network of social media influencers to find the right one for your product. If there isn't a match within our network, we'll find the right one for you to meet your objectives, content requests, and budget. Whether it's micro-influencers or big name tier-1 content creators, we work with them all and can provide you a turnkey solution to best feature your goods.





## Off-Site Marketing

# Newegg Now

Get your products featured on Newegg Now, videos created by select influencers and content creators that focus on products. Both live stream and pre-recorded video options are available, as well as the option for Newegg social to co-promote the content for additional exposure. The type of content varies with the type of products, so whether it's unboxings, overviews, bench tests, or real-world uses, we got you covered.



## Off-Site Marketing

# Affiliate

Many marketing methods require a risky up front cost or many unknown factors such as not knowing who your partners are, where to start looking, or how to get the most out of your money.

Newegg Affiliate Marketing allows your products to be listed on many different websites and YouTube Channels on a pay-per-performance basis!

We understand what it takes to make a program successful and with over 15 years in the affiliate space and billions generated in revenue, our experience can be your strongest asset!

### Benefits

- Save Time & Money
- Experience & Relationships
- Results-Focused
- Dedicated Team





# Platforms

Are you looking to sell cutting-edge tech to retail customers, or are you are interested in targeting the education and healthcare sectors? Do you think your products will sell particularly well in Portugal or Brazil? Based on the customer demographic you want to target, Newegg offers multiple platforms and expert support solutions, giving you total control of how you scale your business.



**Newegg  
Marketplace  
Seller**



**Newegg.com**



**Newegg Canada**



**Newegg Global**



**Newegg Business**

In our field, Newegg is one of the best platforms to sell through, so it kind of goes without saying we needed to have our products listed.

— be quiet!





**35%**  
GMV Growth  
Year-Over-Year

## Industry Sectors

Education

Government

Healthcare

System Integrators

Enterprise Business

Small & Medium-Sized Business

# Newegg Business

We get IT done. NeweggBusiness.com is a leading online retailer for brands and retailers that want to sell products and solutions directly to small businesses, government agencies, system integrators, educational institutions, and the healthcare sector.

To learn more, please visit:  
[neweggbusiness.com/sellers](https://neweggbusiness.com/sellers)

Newegg has a well-established track record and continues to be an influential e-commerce leader. They have millions of educated customers, which matches who we are looking for and who we want to sell to.

— U.S. Micro



# Newegg Canada

Explore a new frontier for sales. Newegg.ca is your gateway to an unsaturated market brimming with tech enthusiasts. Whether you are a Canadian seller looking to reach more domestic customers, or an international seller eager to establish a foothold in an untapped market, you need to set a course for Newegg Canada.

To learn more, please visit:  
[newegg.ca/sellers](https://newegg.ca/sellers)

Being our very first time selling in Canada, Newegg has opened up many possibilities for us. They've helped us gain visibility reaching well beyond borders in the U.S. and overseas.

— Gigabyte



**Total Canadian E-commerce Market**

<b>79%</b>	<b>20M+</b>	<b>51 B<sub>(USD)</sub></b>
Canadians Shop Online	Online Shoppers	Projected 2021 Sales



# Newegg Global

Growing your business internationally is now easier than ever with Newegg Global. Our cross-border platform not only localizes the buying experience for international customers, but also grants you immediate access to the selling tools and marketing resources that make international expansion effortless.

**20**

Countries

Sell to the most avid tech customers in the world.

## Global E-commerce Snapshot

**4.9T** (USD)

GMV by 2021

**57%**

of shoppers purchase internationally.

**75%**

of purchasers want to shop in their native language.



For a list of specific countries, visit: [newegg.com/global](https://newegg.com/global)





# Global Questions, Local Answers

## What can Newegg do to handle my businesses' global fulfillment?

We offer two different services to support your fulfillment needs. Shipped by Newegg (SBN) is our complete end-to-end solution. We will pick, pack, and ship your order, as well as handle all customer service. For sellers that have inventory housed in the U.S., you can opt in to Newegg's International Shipping Program (NISP). When an international order is placed, you simply send that order to one of our California-based warehouses and we take care of the last mile delivery. With this option, we also take care of customs clearance.

## How does Newegg handle my international customer payments and returns?

All international payments are made to you in US dollars. You can customize your fund management by using one of our authorized payment providers which can allow you to hold funds and transfer them to your home account at your discretion. By opting into Newegg Global, Newegg will handle all customer returns whether you fulfilled the order yourself or used SBN.

## How can Newegg market my brand globally?

We work alongside you when it comes to crafting your marketing strategy. Our focus is to help give our customers a seamless shopping experience from anywhere in the world. To do this, we offer a wide array of services including content enrichment, localized marketing, innovative mobile shopping apps, and targeted merchandising campaigns — all backed by a dedicated team who knows what channels work best.



# Are you ready to level up? Partner with us today.

Our customers around the globe crave tech, so our mission is to bring to them an inspiring selection of digital lifestyle goods. We are looking for brands and retailers who share in our passion and uphold our standards for delivering quality products and smooth shopping experiences.

Visit [newegg.com/sellers](https://newegg.com/sellers) to learn more and apply.

